ROOSEVELTS' BLUE BUZZARD

The National Recovery Administrations' Blue Eagle Logo

Purpose / Scope – This display exhibit will show many types and usages of this iconic symbol starting from its' introduction on July 20, 1933 through May 28, 1935, when the U S Supreme Court ruled the NRA code unconstitutional. Emphasis will be on the impact of the NRA on businesses and the general population.

Development / Plan– The material shown here will begin with the (National) Industrial Recovery Act and will end with a newspaper announcing the Supreme Court ruling. The exhibit will follow this sequence: *The NRA begins, Codes of fair trade, Participation drive, Marketing the Eagle, Member design adhesives, Consumer design adhesives, Postal meters, Handstamps, Type set designs, Cigar stamps, The Eagle on advertising, The Eagle on product labels, Supreme Court ruling.* While the exhibit will show as many of the styles of the Eagle as possible, it is not intended to be complete listing.

Background – In 1933 when President Roosevelt took office, the world was mired in the "Great Depression". He enacted the NRA by Presidential order, bypassing Congress. The NRA regulated working hours, minimum wages, child labor laws, and set industrial practices codes for each industry. The blue eagle symbol was modeled on the Native American Thunderbird and clutches a gear in one claw and lightning bolts in the other, symbolizing the energy and power of industry. The moto "We Do Our Part" is included. The "Blue Buzzard" term was coined by critics who objected to government interference into intra-state business practices.

Challenge – While the U S government provided the design, it never printed any of the labels. Printing was done by small local companies and identifying them is nearly impossible. Despite only being in use for 20 months, varieties exist in uncounted numbers. Most labels were attached to products that were to be consumed, after 80+ years few remain. With thousands of industries effected, only an overview of the material can be shown here.

Window sticker intended to be displayed by participating merchants